

**INTERVIEW QUESTIONS**

1. Do you buy Louis Vuitton seen as you work for the company?
2. Do you think Louis Vuitton is overly priced? Why ?
3. What do you think this brand is about?
4. If you had a choice of any other major brand such as Chanel, Dolce and Gabana , Versace, Cucci, would you still buy Louis Vuitton or mix the brands?
5. From your personal opinion do you think Louis Vuitton is top of the range? Explain your answer
6. How do you think the brand became popular throughout the world?
7. Would you travel overseas to purchase a Louis Vuitton product which isn’t in Australia?
8. Do you think only rich upper class people can buy this brand?
9. Do you recommend Louis Vuitton to your friends?
10. Would you rather buy a fake Louis Vuitton bag or the real thing? Why ?